

Message Text

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PAGE 01 MILAN 01180 141656Z

72

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AMEMBASSY ROME

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: MARKET RESEARCH - MINICOMPUTERS, TERMINALS AND PERIPHERALS

REF: STATE A-2247 MAR 19, 1974

1. TRANCU MINICOMPUTERS, TERMINALS AND PERIPERALS ADVANCE COPY

HAS TRANSMITTED VIA APO AUGUST 12, 1974; 10 COPIES SENT BY

POUCH AUGUST 14.

2. POST BELIEVES REPORT FULLY COMPLIES WITH SPECIFICATIONS.

3. IN HIS STUDY TRANCU CONFIRMS THAT:

A. PRODUCTS MARKET ANALYSIS IS WELL MADE AND THOSE HAVING
BEST SALES POTENTIAL ARE WELL IDENTIFIED AND COMMENTED.

B. ITALIAN MARKET IN THIS SECTOR IS VERY ACTIVE AND IS CONSIDERED
ONE OF THE MOST PROMISING OF THE WESTERN EUROPEAN COUNTRIES

C. THE EXCELLENT SHARE OF THE U.S. EQUIPMENT: APPROXIMATELY
20 PER CENT OF THE CONSUMPTION IS MET BY IMPORTS FROM U.S. AND
IT IS FORECAST THAT IMPORTS FROM U.S. WILL DOUBLE IN THE
NEXT 3 YEARS.

D. PRICE IS NOT AN IMPORTANT FACTOR EXCEPT IN LESS SOPHISTICATED
EQUIPMENT.

4. IN VIEW OF THE PREDICTIONS OF A GREATER INCREASE IN DEMAND AND THE

GROWING ROLE WHICH U.S. PRODUCTS AND TECHNOLOGY WILL PLAY IN

THE ITALIAN MARKET, TRANCU STRONGLY RECOMMENDS THAT THE U.S.

GOVERNMENT SPONSOR AN EXHIBITION TO PROMOTE THE SALE OF

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MINICOMPUTERS, TERMINALS AND PERIPHERALS IN ITALY. FINA

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Message Attributes

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Disposition Event:
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